



Virg Bernero, Mayor

**Thank You for helping us provide  
a season filled with good times and  
fond memories!**





# Thank You to our Sponsors

## from

### LANSING PARKS AND RECREATION



Virg Bernero, Mayor

#### 18th Mayor's Riverwalk



A nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association



ACCIDENT FUND HOLDINGS, INC.

#### 14th Mayor's Senior Activity Fair



A Tatero Senior Living & Health Care Community



#### Concerts in the Park



#### Kids Camp



#### Foster Advisory Board

#### 4th of July Celebration



#### Other Events:

##### Drive-In Movie & Rockin' on the River





## Mayor's Riverwalk

June 6, 2014

Fun on Lansing's Rivertrail from Potter Park to the Turner Dodge House.

### Celebrating one of Lansing's greatest assets: The River Trail!

The Mayor invited young and old to walk the trail with him and enjoy scenery and entertainment along the way. This year's walk began at Potter Park and ended at the Historical Turner Dodge House. The trail was filled with musical entertainment provided by local bands, Frog and the Beef-tones and A Guy and A Blonde, and inflatable fun including an obstacle course and climbing wall.

When walkers arrived at the Turner Dodge House they were greeted with music by local band, Mighty Medicine, refreshments provided by Tim Horton's, a bounce house and a community art project. Dean Transportation generously provided a free shuttle to take walkers back to the Potter Park afterwards.

At the end of the festivities one lucky family walked home with a Labor Day weekend vacation package to Mackinac Island, including the opportunity to walk the Bridge and a two night stay at The Grand Hotel!

**500 Participants**

**52 Radio Spots**

**212 TV Commercial Spots**

**Advertising in Lansing State Journal  
What's ON , Community Papers and  
Digital.**

**14,000 Activity Guides**

**1,900+ Facebook Fans**

**4,000+ Direct Emails**

**Live announcements during the event**

**JACKSON**  
NATIONAL LIFE INSURANCE COMPANY

**emergent**  
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**playmakers**



A nonprofit corporation and independent licensee  
of the Blue Cross and Blue Shield Association

**ACCIDENT FUND HOLDINGS, INC.**





## Mayor's Senior Fair

June 26, 2014

A social and educational atmosphere for Lansing's senior citizens.

Mayor Virg Bernero and the City of Lansing Parks and Recreation Department hosts this annual event that offers valuable insight, health check ups, and of course fun for the senior community. The Annual Mayor's Senior Fair event is held at the Gardner Middle School. This year, the event provided several things for the participants to enjoy including a hearty lunch by Robinhill, goodie bags for everyone who walked in the doors, The Oldies but Goodies Band playing some favorite hits, blood pressure readings, raffle prizes and more!



**THE PINES**  
REHABILITATION & HEALTH CARE CENTER

*A Tutera Senior Living & Health Care Community*



**400 + Seniors Served**  
**400 Printed Programs**  
**18,500 Direct Mail Postcards**  
**14,000 Activity Guides**

**1,900+ Facebook Fans**  
**4,000+ Direct Emails**  
**Live announcements during the event**



## Concerts in the Park

June 4-August 6, 2014

Free concert series touring Lansing parks for nine weeks.

We started the series off with a bang, opening with the Lansing Symphony Orchestra playing songs of the 60's at Adado-Riverfront Park. We enjoyed seeing many of you in our VIP tent that evening!

The rest of the season stayed strong, in spite of the two early rain-outs. Participants were able to visit parks they've never explored while enjoying free, family-friendly entertainment. Our average attendance was 400 concert-goers, not counting all the dogs!

Our vendors and sponsors added a little something extra to the night by offering giveaways, food, and more!

A big thank you goes to Lansing Public Media Center for filming the concerts and airing them LIVE on City TV Channel 12. Did you miss a performance? You can check out all the concerts here: [www.vimeo.com/Lansingmedia](http://www.vimeo.com/Lansingmedia)

**7,700 Participants**

**5,000 Flyers**

**400 Posters**

**1650 TV Commercial Spots Advertising in Lansing State Journal for ten weeks**

**14,000 Activity Guides**

**1,900+ Facebook Fans**

**4,000+ Direct Emails**

**Live announcements during the event**







# Kids Camp

June 16-August 8, 2014

A place for kids to learn, play, grow, and make friendships.

Our Summer Kids Camp Program is offered at 6 locations throughout the City of Lansing for 8 weeks. Each week is based on a theme chosen by past participants, parents and staff.

Camp is structured to include a variety of activities for all children to participate in and enjoy, including sports, arts and crafts, team building activities, and gym and outdoor games. Our goal, by partnering with other like-minded organizations and sponsors, is that we are able to provide the opportunity for campers to have a safe and welcoming environment to experience and try new things that will help them grow into caring, responsible and well-rounded citizens.

Extended hours at most camps provide parents with a safe, affordable place for their children as they work.

Kids Camp is a great Lansing tradition that we are happy to be able to continue!

## Kids Camp field trips included:

No Child Left Inside: A Day of Play at the State Capital • Hershey Track and Field Meet • MSU Crew Team • Sleepy Hollow State Park • Burchfield Park • Lansing Lugnuts Game • Dream Camp - a Day of Entrepreneurial Experiences • Hunter Park

**3,000+ Registrations**  
**500+ T Shirts**  
**8,000+ Flyers**  
**14,000 Activity Guides**  
**1,900+ Facebook Fans**  
**4,000+ Direct Emails**

## Foster Advisory Board



## We'd also like to thank our partners:

REACH Art Studio, Capitol Area District Library, MSU Extension 4-H, Girl Scouts of Mid Michigan, Boy Scouts of America, Thomas M. Cooley Law School, Michigan Department of Natural Resources, New World Flood, South Lansing Kiwanis

*"This was our first time trying out the kids camp and he can't wait to come back next year."*

*"This was a great program. I am a single parent and daycare during the summer months is EXPENSIVE, plus the kids do nothing. This program was completely affordable, and the kids were extremely active. My children actually looked forward to camp."*



# 4th of July

## Parade and Fireworks

A celebration of our Independence Day!

Our patriotic parade kicked off at 11am downtown Lansing to a crowd of over 2,000 people. Over 500 parade participants included veterans, clowns, motorcycles, mascots and more!

Our evening celebrations began at 8pm at the Adado-Riverfront Park with our very own Lansing Concert Band playing popular renditions of show tunes and of course patriotic songs and marches.

A crowd of over 4,000 people enjoyed refreshments from vendors as well as the entertainment of the concert and Park and Recreation's very own inflatables. We finished out with a spectacular fireworks display fit for the Capital City!

Thank you for your support of this great Lansing tradition!



**xfinity**®

**6500 Participants**

**92 Radio Spots**

**On Site Remote by 99.1**

**Advertising in Lansing State Journal What's ON, Community Papers and Digital.**

**47 TV Commercial Spots**

**14,000 Activities Guides**

**1,900+ Facebook Fans**

**4,000+ Direct Emails**

**Live announcements during the event**



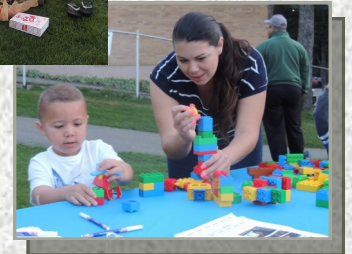


# Drive-In Movie

August 15, 2014

A family golf and movie event to end the summer on a good note.

**150 Participants**  
**14,000 Activities Guides**  
**1,900+ Facebook Fans**  
**4,000+ Direct Emails**  
**Live announcements during the event**



*Everything was awesome!* Our *Lego* themed drive in movie event was a big hit at the Groesbeck Golf Course. Community members were invited out to golf 9 holes with a cart and participate in Lego building activities before the main event. First Tee also held mini golf lessons on the first two holes to introduce kids to the basic skills of golf, while two other holes boasted games in which participants could play and compete for a prize.

On this chilly evening, over 150 spectators brought out blankets and folding chairs and gathered around the large blow up projector screen provided by the Lansing Public Media Center to enjoy the magic of the movies.







## Rockin' on the River

August 20, 2014

A concert on our Grand River for the boaters!

What better way to end the summer than with an outdoor concert on the water? Grand River Park served as the backdrop for our first ever Rockin' on the River, and we had an incredible time! Over 100 spectators enjoyed the musical talents of Charley Horse both from their own boats and the top floor of the Michigan Princess Steamboat! Rivertown Adventures was also on hand with kayak and canoe rentals.

The Michigan Princess provided a cash bar and concessions and proceeds went to the Youth Scholarship Fund. The Fund helps youth from low income households participate in programs provided by Lansing Parks and Recreation, including summer camp.

**100 Participants**

**14,000 Activities Guides**

**1,900+ Facebook Fans**

**4,000+ Direct Emails**

**Live announcements during the event**



Over \$9,000 was raised for The Youth Scholarship Fund this year.

You can help out more by going to [www.gofundme.com/lansingpr](http://www.gofundme.com/lansingpr)

*"Awesome! Do it again please.  
Thank you Lansing Parks and Recreation."*

*"Nice event! It was a peaceful, relaxing,  
friendly atmosphere."*





Thank you for a  
great 2014!

Please consider  
joining us for  
2015!

\_\_\_\_ Yes! Renew my sponsorship at the same level.

\_\_\_\_ Yes! UPGRADE my sponsorship to the following level:

\_\_\_\_ Platinum \$5,000 = 4 Programs at the Platinum Recognition level

\_\_\_\_ Gold \$3,000 = 3 Programs at the Gold Recognition level

\_\_\_\_ Silver \$1,500 = 3 Programs at the Silver Recognition level

*(4th of July & Mayor's Riverwalk are not included in sponsor packages)*

### **Platinum Recognition:**

- Exclusive sponsor level
- Logo & Link on the website: [lansingmi.gov/parks](http://lansingmi.gov/parks)
- Recognized as the Platinum sponsor with logo in all media
- Included in all announcements at the program
- Complimentary booth
- Placement of up to four company provided banners at program

### **Gold Recognition:**

- Limited availability
- Logo on the website: [lansingmi.gov/parks](http://lansingmi.gov/parks)
- Recognized as a Gold sponsor with logo in all media
- Included in all announcements at the program
- Complimentary booth
- Placement of up to two company provided banners at program

### **Silver Recognition:**

- Logo on the website: [lansingmi.gov/parks](http://lansingmi.gov/parks)
- Recognized as a Silver sponsor in all media
- Included in all announcements at the program
- Opportunity to staff one specialty station at the program
- Placement of one company provided banner at program.

**Business Name:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

*Please return to:*

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